

## Paper #44410

# Active Planning: The Strategies for Action Framework for Increasing Physical Activity and Healthy Eating Among Low-Income Californians

[Leslie Mikkelsen, MPH, RD](#)<sup>1</sup>, Larry Cohen, MSW<sup>1</sup>, Gil Sisneros, MPH, CHES<sup>2</sup>, Michelle Oppen, MPH, CHES<sup>3</sup>, Katherine Keir<sup>1</sup>, Sarah E. Samuels, DrPH<sup>4</sup>, Amy M. Carroll, MPH<sup>4</sup>, Mike Miller<sup>5</sup>, Amy Woodman<sup>5</sup>. (1) Prevention Institute, 265 29th Street, Oakland, CA 94611. (2) California Department of Health Services, Cancer Prevention and Nutrition Section, PO Box 942732, MS 662, 601 N. 7th Street, Sacramento, CA 94234-7320. (3) Cancer Prevention and Nutrition Section, Public Health Institute, 2168 Shattuck Ave, Suite 300, Berkeley, CA 94704-1307. (4) Samuels & Associates, 1204 Preservation Park Way, Oakland, CA 94110. (5) Brown Miller Communications, 1114 Jones Street, Martinez, CA 94553.

Increasing physical activity is an important public health goal. Relatively little attention has been paid to effective strategies for increasing physical activity among low-income individuals. People with low incomes tend to be furthest from meeting recommended activity levels and face the greatest hurdles in achieving them. Therefore, the Cancer Prevention and Nutrition Section (CPNS) of the California Department of Health Services convened an advisory committee, the Physical Activity and Nutrition Integration Committee (PANIC), to address the disparities among low-income individuals. PANIC participated in a planning process, funded by USDA, to identify strategies for integrating physical activity promotion into nutrition promotion efforts at local public and community organizations. Prevention Institute facilitated the process which utilized the Spectrum of Prevention as the organizing tool for the strategy framework. The Spectrum identifies six levels of intervention which encourage practitioners to move beyond a primarily educational or 'individual skill building' approach to a more environmental focus. Each level of the tool targets successively broader arenas for change beginning with the individual and ending with the broadest level, emphasizing policy and legislative change. PANIC identified key barriers to

physical activity: no role models, limited time and disposable income, inadequate recreational activities, poor walk-ability or bike-ability. Important underlying principles for change included: community involvement, comprehensive strategy development, collaboration between disciplines, and meaningful evaluation. Based on their findings, PANIC developed a comprehensive framework with key strategies for each level of the Spectrum of Prevention. Steps are currently being taken to implement various elements of the strategic framework.

---

**Abstract ID#:** 44410

**Password:** 356769

**Program Selection:** Public Health Education and Health Promotion

**Topic Selection:** Community involvement in health education (participatory research, lay health advisor programs, partnerships, consumer health issues, etc.)

**Learning Objectives:** At the end of this presentation, participants will be able to 1) understand how the elements of the Spectrum of Prevention contribute to comprehensive strategy development, 2) describe the key findings of approaches to increasing physical activity among low-income families and 3) understand current PANIC activities.

**Submitter Email:** [leslie@preventioninstitute.org](mailto:leslie@preventioninstitute.org)

**Comments to Organizer:** Please accept as Panel Presentation - Active Planning in California #2. Thank you.

**Presentation Format:** Oral Only

## First Author

### *Presenting*

Leslie Mikkelsen, MPH, RD

Prevention Institute

265 29th Street

Oakland, CA 94611

**Phone Number:** 510-444-7738

**Fax Number:** 510-663-1280

**Email:** [leslie@preventioninstitute.org](mailto:leslie@preventioninstitute.org)

\* APHA Member

I **do not** have any significant financial interest/arrangement or affiliation with any organization/institution whose products or services are being discussed in this session or paper.

**Presenter's signature:** Leslie Mikkelsen

## Second Author

Larry Cohen, MSW  
Prevention Institute  
265 29th Street  
Oakland, CA 94611  
**Phone Number:** 510-444-7738  
**Fax Number:** 510-663-1280  
**Email:** larry@preventioninstitute.org  
\* APHA Member

### **Third Author**

Gil Sisneros, MPH, CHES  
California Department of Health Services  
Cancer Prevention and Nutrition Section  
PO Box 942732, MS 662  
601 N. 7th Street  
Sacramento, CA 94234-7320  
**Phone Number:** 916-445-6727  
**Email:** gsisnero@dhs.ca.gov

### **Fourth Author**

Michelle Oppen, MPH, CHES  
Cancer Prevention and Nutrition Section  
Public Health Institute  
2168 Shattuck Ave  
Suite 300  
Berkeley, CA 94704-1307  
**Phone Number:** 510-644-2569  
**Email:** moppen@dhs.ca.gov  
\* APHA Member  
**Primary Section Affiliation:** Public Health Education and Health Promotion

### **Fifth Author**

Katherine Keir  
Prevention Institute  
265 29th Street  
Oakland, CA 94611  
**Phone Number:** 510-444-7738  
**Fax Number:** 510-663-1280  
**Email:** katherine@preventioninstitute.org

### **Sixth Author**

Sarah E. Samuels, DrPH  
Samuels & Associates  
1204 Preservation Park Way  
Oakland, CA 94110  
**Phone Number:** 510-271-6799  
**Email:** sarah@samuelsandassociates.com

## **Seventh Author**

Amy M. Carroll, MPH  
Samuels & Associates  
1204 Preservation Park Way  
Oakland, CA 94110  
**Phone Number:** (510) 271-6799  
**Fax Number:** (510) 271-6791  
**Email:** amy@samuelsandassociates.com

\* APHA Member

I **do not** have any significant financial interest/arrangement or affiliation with any organization/institution whose products or services are being discussed in this session or paper.

**Disclosure:** California Department of Health Services' Cancer Prevention and Nutrition Section contract

**Primary Section Affiliation:** Community Health Planning and Policy Development

## **Eighth Author**

Mike Miller  
Brown Miller Communications  
1114 Jones Street  
Martinez, CA 94553  
**Phone Number:** 925-370-9777  
**Email:** mike@brownmillerpr.com

## **Ninth Author**

Amy Woodman  
Brown Miller Communications  
1114 Jones Street  
Martinez, CA 94553  
**Phone Number:** 925-370-9777  
**Email:** amy@brownmillerpr.com